



Materials Manufacturer Optimizes Sourcing with Coupa

CRH saves millions of Euros through digital innovation

Industry: Manufacturing

Employees: 85,000

Revenue: €27.6B

Geographies: Global

Challenges

- Complex tenders
- Nonstandard supplier data
- Limited tool capabilities

Solutions

- Coupa Sourcing Optimization

Results

- **Millions** of Euros in savings
- **22%** savings on direct and indirect tenders
- **72%** automatic bid volume allocation

Key Objectives

- Strategic sourcing
- Risk management
- Cost management
- Ease of implementation

CRH Aims to Optimize eSourcing

CRH is a global building materials manufacturer based in Ireland with their global operations spread across +3500 sites. CRH were previously not able to capture complex e-tenders using traditional e-tendering software, resulting in missed savings opportunities.

Complex tenders in CRH required heavy manual effort by the procurement teams. The lack of a suitable technology meant that CRH Procurement couldn't model both price and non-price based sourcing scenarios in an easy way, resulting in increased failure to meet internal stakeholders' demands.

CRH Chooses Coupa to Optimize Sourcing

CRH selected CSO (Coupa Sourcing Optimization) for its advanced optimization capabilities. CSO allowed CRH to solve complex direct and indirect sourcing scenarios producing the best savings and risk management allocation for every event.

CSO's analytical capabilities drove further competition and savings through personalized supplier feedback.

CRH Lowers Risk and Costs with Sourcing Optimization

Over 22% Savings Realized on Direct and Indirect Tenders

Using Coupa Sourcing Optimization, CRH has realized over 22% savings on tenders worth hundreds of thousands of Euros. In total to date CRH has tendered more than 1 billion euros through the tool.

Automatic Bid Volume Allocation & Expedited Tenders

The allocation of the final business to suppliers is now based completely on facts and not simply “gut-feelings”. The analysis capabilities of CSO ensure that CRH can send a detailed and unique tender document to each supplier, enabling the suppliers to save much time when filling in bids.

Improved Risk and Savings Management for Sourcing Events

Now, due to more powerful analytics, CRH has drastically improved control over risk and is saving on costs for everything from heavy machinery and steel to event management and coffee for their office.



“Coupa Sourcing Optimization makes complex scenario analysis much quicker and more accurate, these types of scenarios would be impossible to manage in Excel.”

— Niklas Klarnskou,
Head of Procurement
Technology

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